

COURSE SYLLABUS

LAST REVIEW	Spring 2021
COURSE TITLE	Business Communications
COURSE NUMBER	BUSN 0211
DIVISION	Math, Science, Business & Technology
DEPARTMENT	Business
CIP CODE	52.0201, 52.0305, 52.0401, 52.1401
CREDIT HOURS	3
CONTACT HOURS/WEEK	Class: 3
PREREQUISITES	Completion of ENGL 101 (Composition I)
COURSE PLACEMENT	Students must meet the correct placement measure for this course. Information may be found at: https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html

COURSE DESCRIPTION

Business Communications emphasizes correct business procedures, English, and psychology as they are related to business letters, reports, and other forms of business communication.

Effective Spring 2005, if you are a Business major, you must have a "C" or better in all business courses to meet the requirements of the business degree program.

PROGRAM LEARNING OUTCOMES

AAS Marketing

5. Demonstrate proficiency in writing business documents.

AAS Business Administration

1. Problem Solving and Decision Making
Apply appropriate problem solving and decision-making skills.
2. Writing Business Documents
Demonstrate proficiency in writing business documents.

AAS Accounting

4. Critical thinking in decision making: Demonstrate the ability to utilize critical and creative thinking in business, operational or capital decision making.

- 5 Technology and communication in business
Demonstrate the ability to communicate and utilize technology in a business environment.

AAS Administrative Office Professional

1. Plan and collaborate with others in ways that contribute to the organization's goals.
2. Use critical thinking skills to analyze, prioritize, develop, write, and create business documents

TEXTBOOKS

<http://kckccbbookstore.com/>

METHODS OF INSTRUCTION

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE

- I. Communication in the Workplace
- II. The Writing Process
- III. Basic Business Messages
- IV. Professionalism, Teamwork, Meetings, and Speaking Skills
- IV. Communication and Employment
- V. Special Topics in Business Communication

COURSE LEARNING OUTCOMES

Upon successful completion of this course, the student will:

- A. Be able to clearly communicate an idea or opinion, both verbally and in writing.
- B. Be able to write clear sentences and paragraphs.
- C. Be able to write for effect.
- D. Be able to use directness and indirectness in writing business messages.
- E. Be able to use strategies in the job-search process.
- F. Be able to use tools for technology-enabled communication.
- G. Be able to discuss strategies for effective cross-cultural communications.

ASSESSMENT OF COURSE LEARNING OUTCOMES

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

COLLEGE POLICIES AND PROCEDURES

Student Handbook

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

College Catalog

<https://www.kckcc.edu/academics/catalog/index.html>

College Policies and Statements

<https://www.kckcc.edu/about/policies-statements/index.html>

Accessibility and Accommodations

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.